



AUSSIES ARE PACKED
AND READY
TO FLY

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The travel industry saw **normalcy in 2022 and this is set to continue.** The Travel Foundation is forecasting an increase in travel spending in 2023 compared to 2022 and 2019

Forbes advisor

162%

Increase in Australians searching for domestic flights

85%

Increase in Australians searching for international flights

86%

Are more excited to travel than pre-pandemic

TRAVEL IS STILL A PRIORITY

AUSTRALIANS ARE PRIORITISING TRAVEL IN 2023

According to Skyscanner's Travel Trends report, Australians will continue to prioritise adventures abroad and embrace travel freedoms

69%

Of Australians are planning to spend the same, if not more, on travel abroad in 2023

46%

Of travellers are considering going on more trips in 2023



TRAVEL IS STILL A PRIORITY

AUSSIES WON'T FOREGO HOLIDAYS IN 2023. KAYAK'S SEARCH DATA PREDICTS AUSSIES WILL SEARCH FOR MORE IN 2023

Luxurious & Sustainable

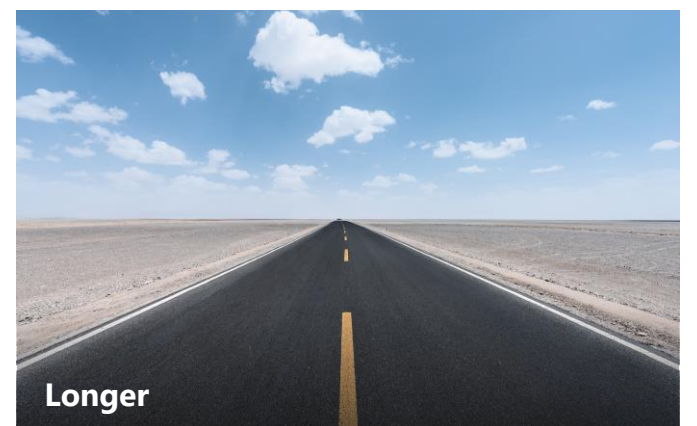
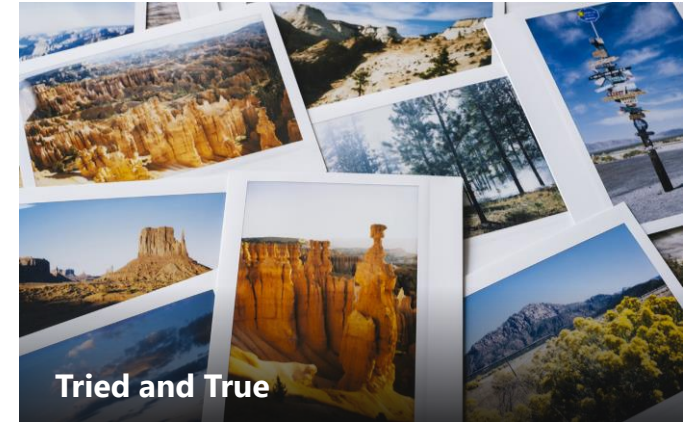
Travellers prioritise quality travel experiences and carefully research destinations

Longer Trips

The average research period for a long-haul international trip is now 23 days. 10 day average for pacific holidays

Tried & True

Aussies are looking for experiences where they will know they will be safe, but they are also after a true cultural experience



AS THE MOOD SHIFTS FROM ONE "OF HOPEFUL UNCERTAINTY IN 2022 TO BOLD ADAPTABILITY IN 2023",
WHAT TRAVEL TRENDS WILL WE SEE THIS YEAR

SAVING TO SPLURGE

2023 will see people adopting savvy saving methods in order to spend more on holiday elements that mean the most to them

DELIGHT IN THE DISCOMFORT ZONE

Australians are ready to dive into new experiences. Travelers are excited to experience 'out of their comfort zone' travel

ESCAPE FROM REALITY

Travellers are seeking 'off the grid' style holidays to escape from reality

PLANNED EARLY

IN 2023 **PLANNING AHEAD IS ESSENTIAL**

7 IN 10

Believe that travel planning is more important compared to pre-pandemic

40%

Would now consider using a travel agent for support with travel planning

TRAVELLERS ARE LOOKING FOR NEW EXPERIENCES. **2023 IS THE YEAR TO 'LIVE LARGE'**

#1

Sightseeing is the number one activity travellers plan on doing on their next holiday

43%

Of travellers want to visit somewhere new

GLOBAL DESTINATION

FORBES CELEBRATES PERTH AS THE NINTH BEST PLACE TO VISIT IN 2023

9TH

Perth was the only Australian destination
to make Forbes' 2023 best places to
travel list



LIST TRAVELLERS

AIRLINE PASSENGER NUMBERS HAVE REBOUNDED

ACROSS BOTH
DOMESTIC AND INTERNATIONAL
TRAVEL

10.1M

Passengers travelled
through Perth Airport
Terminals in 2022

6.7M

Passengers travelled
through Perth Airport
Terminals from Jan – July
2023

WA TOURISM CONTINUES TO GROW WITH INTERNATIONAL AND DOMESTIC TRAVELLERS

586,000+

WA welcomed over 586,000 international visitors for the year ending March 2023

\$15.9b

Overall visitor spend, 18% ahead of pre covid levels.

50%+

Of international visitors to WA are from Singapore, UK, USA, NZ and India



Longer

NEW BALINESE FLIGHTS SYMBOLIC OF **INTERNATIONAL TRAVEL GROWTH**

4

Batik Air has just introduced 4 new weekly flights direct from Perth to Bali

#1

Australians are most popular foreign travelers in Bali with Perth leading the comeback



THE CHINESE OPPORTUNITY

After three years of restrictions that have finally been lifted in China, 2023 will be the year for the **of 'just do it' travel**

AUSTRALIA IS OPEN TO CHINA, THE WORLD'S LARGEST AND MOST VALUABLE TRAVEL MARKET

IN 2019

155m trips

Were taken by Chinese travellers

\$255b

Spent on travels throughout the year

IN 2023

75% return

Approximate trip return according to COTRI data projections

115m trips

Projected for Chinese travellers in 2023



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PERTH AIRPORT
CONNECTS YOU

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THE AIRPORT IS A UNIQUE ENVIRONMENT PLAYING A VITAL MEDIA ROLE ENABLING BRANDS TO

1

CONNECT

with your audience within a high dwell time environment

2

EVOKE

emotion during a time of heightened emotion

3

INFLUENCE

response and inspire valuable audiences to act



TIME TO CONNECT

HOLIDAYMAKERS HAVE
THE **LUXURY OF TIME** AT
THE AIRPORT

+120

minutes domestic
passenger journey

+180

minutes average
international
passenger journey



TIME TO CONNECT

ARRIVING EARLY AND **ENJOYING THE AIRPORT EXPERIENCE**

56%

Of passengers are arriving at the airport earlier than they would pre-pandemic

91%

Had an enjoyable experience at the airport

72%

Agree they are making sure they have time for shopping at the airport

T I M E T O I N S P I R E

PASSENGERS ARE MORE **ALERT AND ATTENTIVE THAN EVER BEFORE**

88%

Were more focused during their airport experience than pre-pandemic

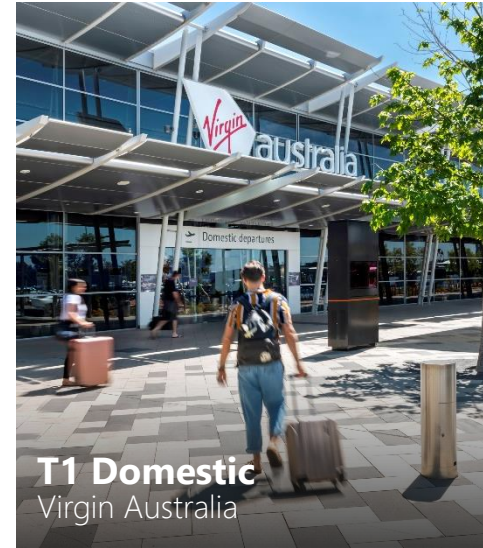
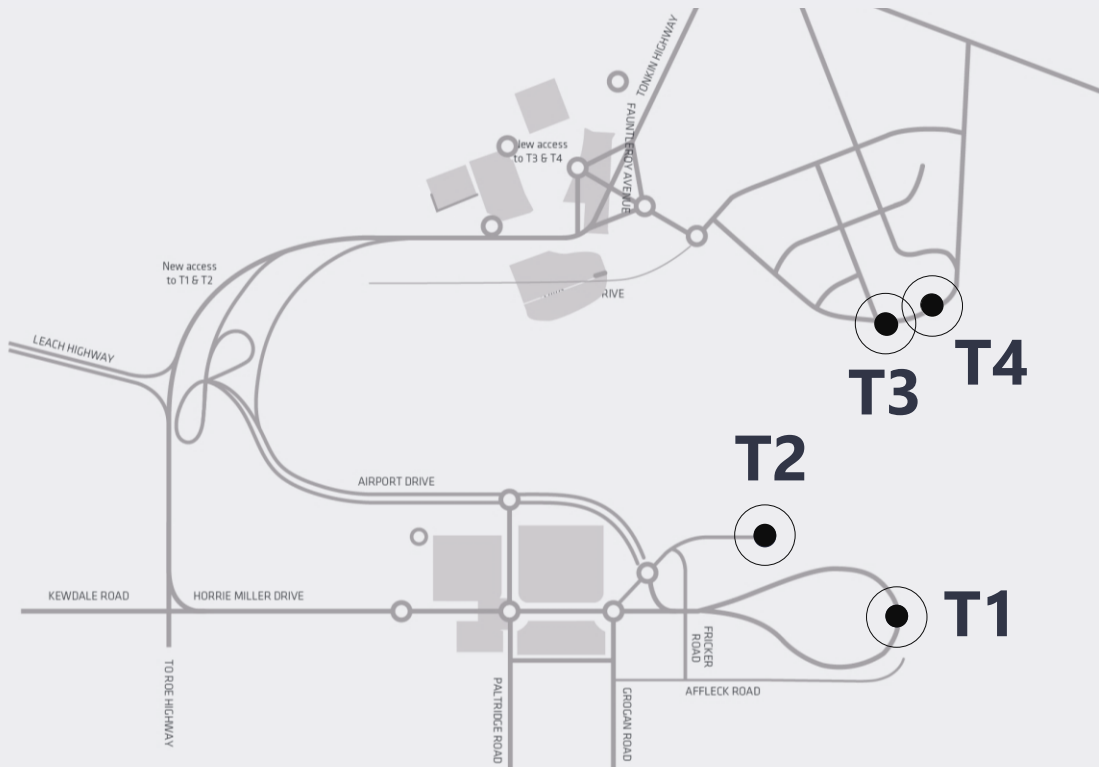
9 in 10

Have considered or researched a product or service after seeing advertising in an airport

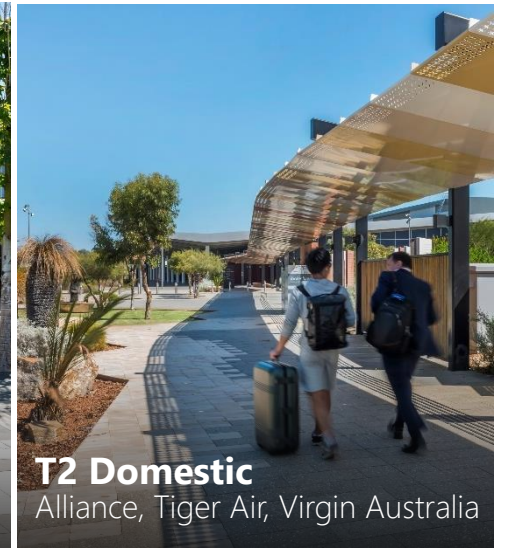
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THE DOMESTIC OPPORTUNITY

PERTH AIRPORT'S **FOUR** **DOMESTIC TERMINALS**



T1 Domestic
Virgin Australia



T2 Domestic
Alliance, Tiger Air, Virgin Australia

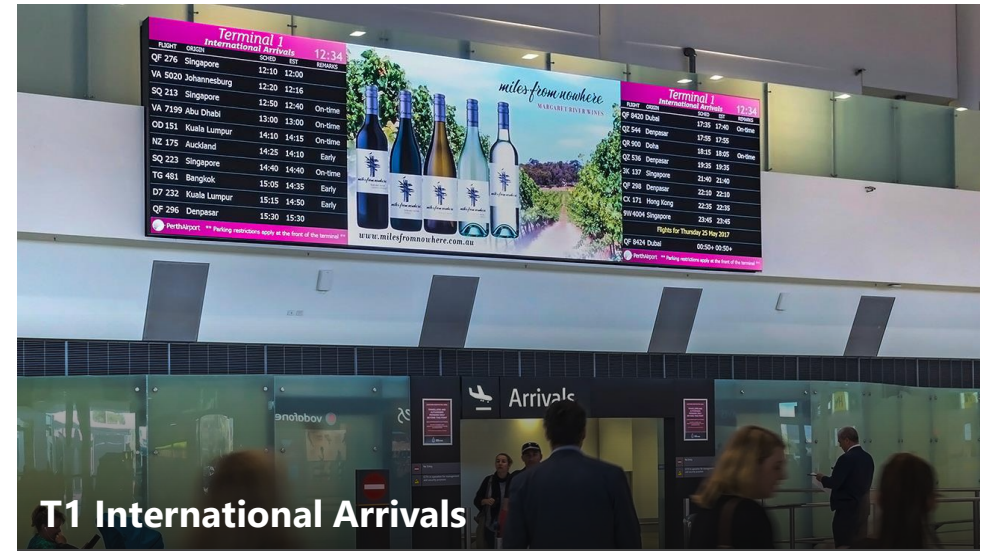
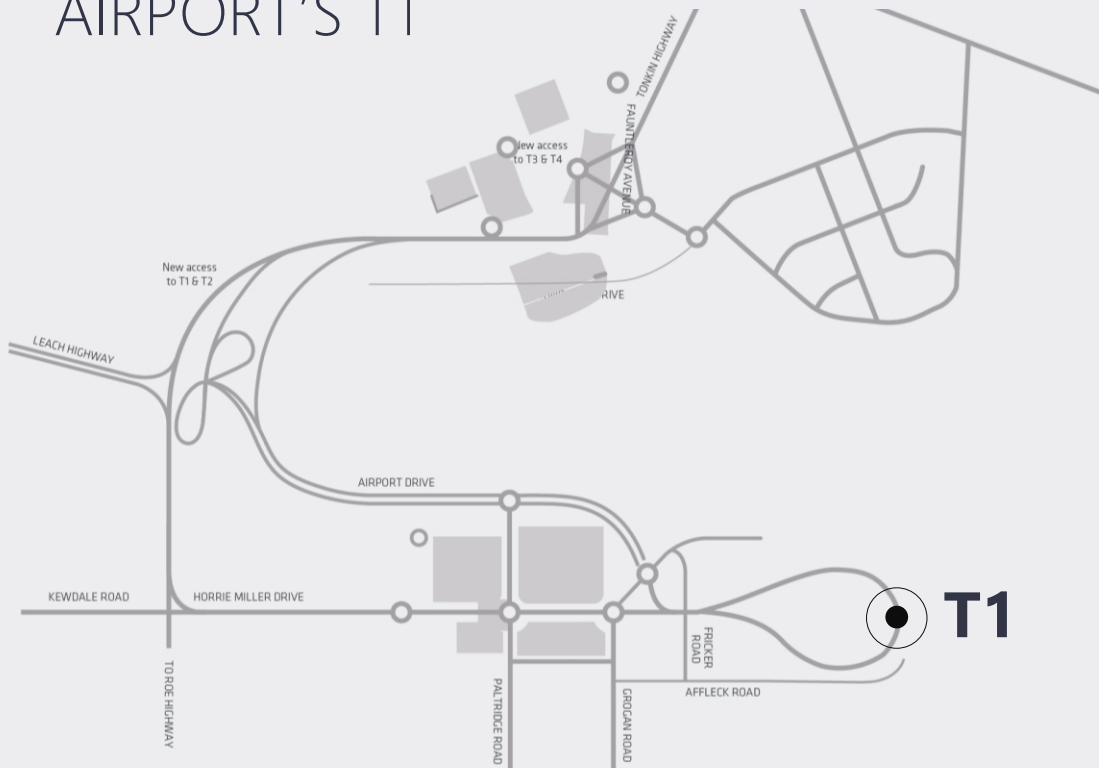


T3 & T4 Domestic
Qantas, Jetstar

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THE INTERNATIONAL OPPORTUNITY

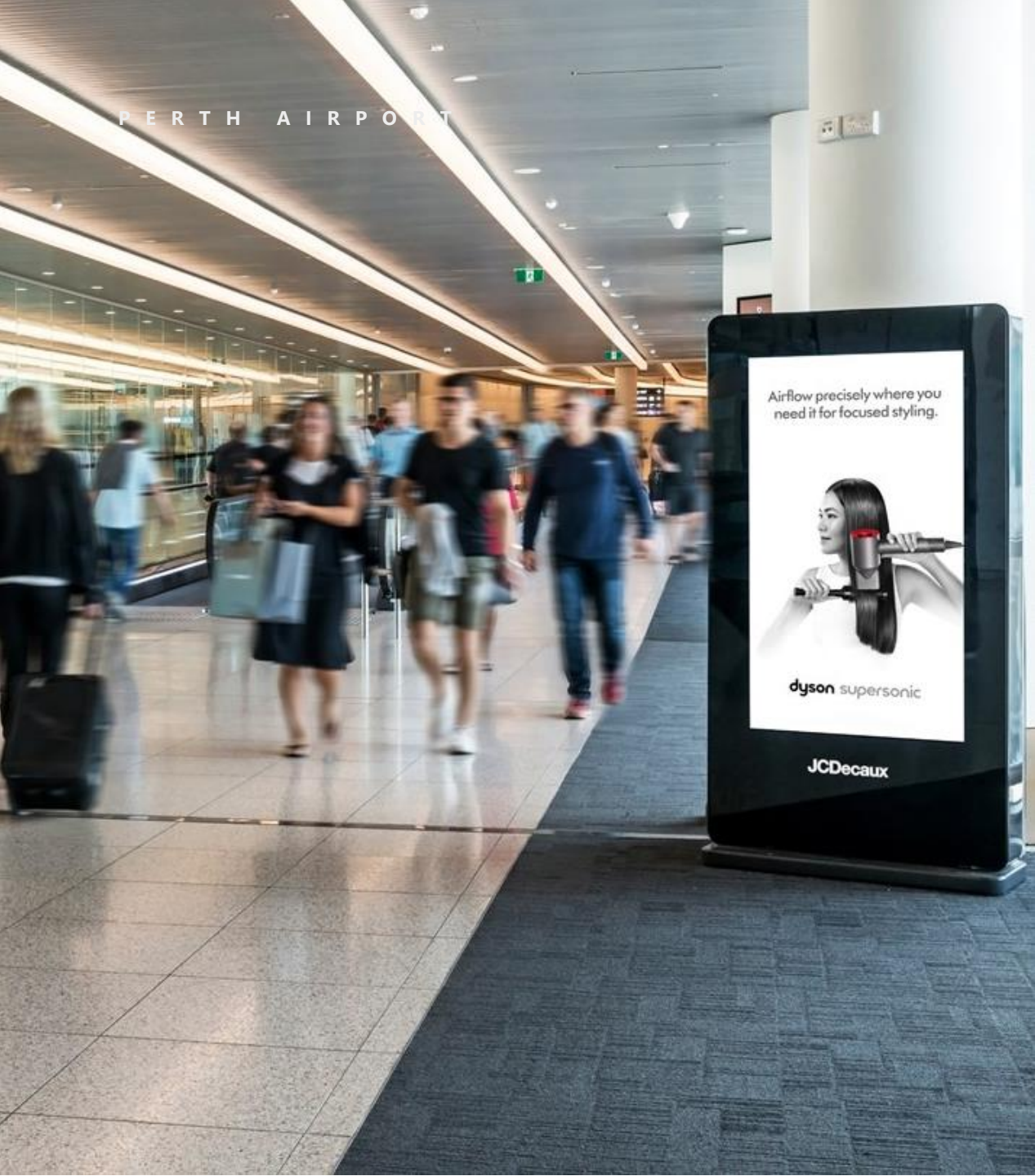
REACH INTERNATIONAL PASSENGERS IN PERTH AIRPORT'S T1



T1 International Arrivals



T1 International Departures



COMMAND ATENTION AT EVERY STEP OF THE JOURNEY WITH JCDECAUX AIRPORT

- **DEPARTURES**
- EXTERNALS
- CHECK-IN
- SECURITY
- CONCOURSE/
LIFESTYLE PRECINCT
- GATE LOUNGE
- **ARRIVALS**
- BAGGAGE
- MEET AND GREET
- EXTERNALS

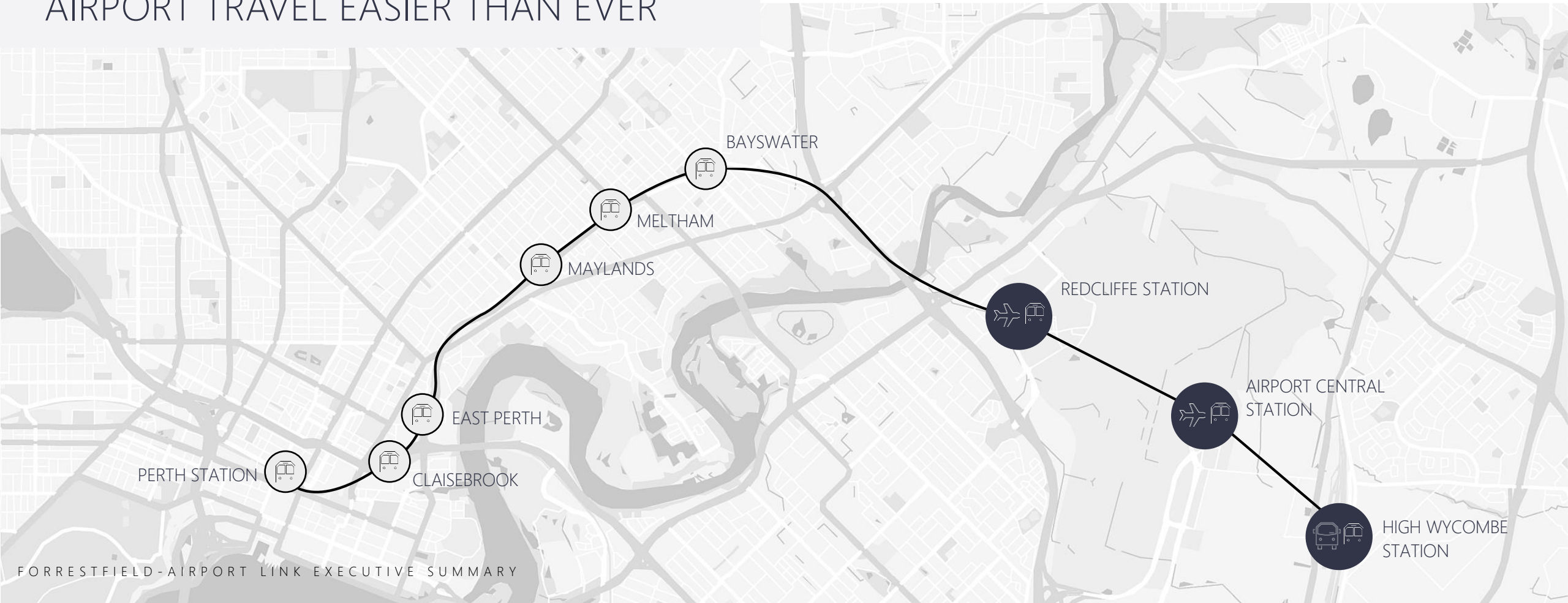
THREE NEW STATIONS ACROSS THE AIRPORT LINK, MAKING AIRPORT TRAVEL EASIER THAN EVER

18min

journey to the CBD from Airport Central Station

11,000

daily trips added to the network by 2031 at Station Central



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A FULL AIRPORT EXPERIENCE

THE **LAST THING PASSENGERS SEE** BEFORE THEY LEAVE,
AND THE **FIRST THING THEY SEE** WHEN THEY RETURN





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